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District Five Profile

Marcela Davison Aviles

Executive Director, Mexican Heritage Plaza



Please join us in welcoming Marcela Davison Aviles to East San José. Aviles was selected by the Mexican Heritage Plaza Board of Directors to serve as the Plaza's new Executive Director. With 15 years of experience as a business and philanthropy executive and as an attorney, Aviles will now lead one of the largest Latino cultural centers in the United States.

Marcela Davison Aviles holds a doctorate from Stanford law school and bachelor's degree from Harvard University.



Councilmember Nora Campos welcomes guests to the groundbreaking of Plaza de San José

My Friends,

The revitalization of Story and King Roads has taken a monumental step forward. The groundbreaking of a unique shopping experience named Plaza de San José is a major victory for East San José residents and is a symbol of the City's commitment to our eastside community. The \$73.5 million shopping center will become a destination place for families from neighboring communities and from all over Silicon Valley. I am proud of and thankful for the residents of East San José who worked with the City; their dedication and commitment was the motivation and driving force behind this project. I look forward to the day that we can cut the ribbon and celebrate our hard fought victory together!!!

Nora Campos
Councilmember, District Five

Monthly Photo Gallery



Groundbreaking Plaza de San José
[\(Full Story\)](#)



Alum Rock Village Tour [\(Full Story\)](#)



**Alum Rock Jazz & Overfelt
Basketball Check Presentations**
[\(Full Story\)](#)

Councilmember Nora Campos Elected to the National League of Cities Board of Directors

Councilmember Nora Campos was elected to lead the National League of Cities as a new member of the board of directors at the NLC annual Congress of Cities in Indianapolis this week. Councilmember Campos is the first San Jose city councilmember to serve on the NLC board in 20 years. Former councilmember and vice mayor Iola Williams served on the board in 1983-84, and former mayor and US Secretary of Transportation Norm Mineta served in 1973-74.

At the invitation of the National League of Cities, Councilmember Campos also served as a speaker and moderator at the Congress of Cities and Exposition. The annual meeting is an opportunity for local leaders to share common challenges, new ideas, and proven strategies with other local leaders from around the country.

As a speaker on the "Equity and Opportunity Panel", Councilmember Campos shared with over 100 municipal leaders San José's success and experience with the Strong Neighborhoods Initiative (SNI). Councilmember Nora Campos also lead an panel discussion on the book *Equity in Cities: Municipal led Workforce and Economic Development in the 1990's: A Study of 5 Cities*. Panelists included the books editors and the mayors of the cities involved in the study.

The mission of the National League of Cities is to strengthen and promote cities as centers of opportunity, leadership, and governance. As an advocate and forum for its 1600 member cities and 49 municipal leagues, NLC is the oldest and largest national organization representing municipal governments throughout the United States.

For more information visit the [NLC Annual Congress of Cities and Exposition Website](#).

City Council Update

On Tuesday, November 16, 2004 the San José City Council approved the Norman Y. Mineta San José International Airport Public Art Master Plan. The \$10 million public art project is a result of a four-year effort involving 500 community members and policy makers. Through art and technology, the project showcases the innovation, diversity, and change which



More District 5 Photos ([Full Story](#))

2005 Library Holiday Schedule

Date Closed	Holiday
12/30/04-1/2/05	New Year's
1/17/05	Dr. Martin Luther King, Jr.
2/21/05	President's Day
3/31/05	Cesar E. Chavez
5/30/05	Memorial Day
7/3/05-7/4/05	Independence Day
9/5/05	Labor Day
10/10/05	Columbus Day
11/11/05	Veteran's Day
11/24/05-11/25/05	Thanksgiving
12/23/05-12/26/05	Christmas
12/30/05-	New Year's

defines Silicon Valley.. Public art is funded through a City of San José ordinance that sets aside 5% of municipal capital improvement project budgets.

Silicon Valley's talented artist community can expect to contribute their Silicon Valley experience to the public art project. At the request of Councilmember Nora Campos, the City Attorney will explore avenues in which the City would increase local artist preference and set aside project funding for local artists. The City Attorney will report its findings to the City Council in mid December.

District Wide Traffic Calming Updates

Vehicle and pedestrian safety is a top priority for Councilmember Nora Campos and many East San José residents. The following matrix is just a partial list of Councilmember Campos and the City of San José's efforts to mitigate traffic concerns in District Five:

Neighborhood	Traffic Concern	Action Taken
Mt. Pleasant	Vehicle speeding and pedestrian safety on Marten Avenue in front Boger Middle School.	Pavement Embedded Crosswalk Lighting System installed at Martin Avenue & Mt. Rushmore Drive; Passenger Loading Zone installed at Boger Middle School, and future median island to be installed.
Mayfair	Vehicle speeding and pedestrian safety near San Antonio Elementary School.	Pavement Embedded Crosswalk Lighting System installed at Lynette Way and San Antonio Street.
Arbuckle & Capitol Goss	Vehicle speeding and pedestrian safety near Capitol Park and Goss Elementary	Councilmember Nora Campos, Department of Transportation (DOT), and the San José Police Department hosted a community workshop on Monday, November 29, 2004. Residents mapped out all traffic and safety concerns in their neighborhood.
Sierra	Vehicle speeding and pedestrian safety on Sierra Meadow in front of Lo Bue Park.	Stop signs installed on Sierra Monte Way and Sierra Meadow Drive.

1/2/06

Alum Rock
VillageVehicle speeding and
pedestrian safetyPedestrian crossing signs installed for both
directions at the crosswalk across Alum Rock
Ave. (Stewart Ave.).

City Wide Phone List

Department	Phone
Call Center	277-4000
Police Non-Emergency	311
Anti-Graffiti/Litter	277-3208
Animal Care	501-2130
Code Enforcement	277-4528
City Arborist	277-2762
Crime Prevention	277-4133
Crime Stoppers (anonymous)	947-STOP
Drug Hotline (anonymous)	971-DRUG
DOT	277-4304
Environmental Services	277-5533
Hazardous Materials	277-4659
Housing	277-5431
Neighborhood Development Center	392-6771
Parking Enforcement	277-5545
Vehicle	277-5305

Lee Mathson Middle School API Gains

Congratulations to the students and teachers of Lee Mathson Middle School for their impressive growth in API score. API, or Academic Performance Index, measures the academic performance and growth of schools. A school's base year API is subtracted from its growth API to determine how much the school improved in a year. Lee Mathson scored a 2004 API Growth score of 605, with their 2003 API Base score being 546. Lee Mathson Middle School's 59 point increase was the highest of growth in API score of any regular public school in Santa Clara County.

San José Voters Approve Measure S Library Parcel Tax

Two-thirds of San José voters again demonstrated their strong support for libraries by approving Measure S. The parcel tax, set at \$25 per single family dwelling with proportional amounts for other types of property, will provide a minimum of \$6.2 million annually in supplemental funding for the libraries over next 10 years. Benefits of this dedicated revenue will include:

- Funding for 71% of all new materials purchased
- Programming for children including pre-school story time, after school programs and outreach programs to pre-schoolers in day care.
- Maintenance and upgrade of library technology.

Mayor Ron Gonzales and the entire San José City Council campaigned strongly for Measure S. For more information on San José's Libraries, call Lorraine Oback at 408.808.2176.

Holiday Giving

Looking for ways to give back and get into the Holiday Spirit? There are many organizations that could use your support this holiday season; the following is a partial list of organizations:

Police Amateur Athletic Foundation (PAAF)- 2004 Holiday Toy Drive

This year, PAAF and the East Valley Family YMCA will be donating toys to 600 youth who participate in various YMCA After School Enrichment Programs. PAAF will deliver the toys to Arbuckle and Goss schools from December 13 through 16. You can donate a toy to the East Valley Family YMCA in person at: 1975 South White Road, San José, CA 95148, or call 408.715.6516.

Second Harvest Food Bank - Holiday Food Drive

Second Harvest Food Bank of Santa Clara and San Mateo Counties is a private non-profit organization that collects and distributes more than 27 million pounds of food each year to low-income children, adults and seniors. The Food Bank currently serves an average of 163,500 individuals each month; nearly 60% are families with dependent children. For more information visit the [Second Harvest Food Bank](#) website.

United States Marine Corps Reserve- Toys 4 Tots

The objectives of Toys for Tots are to help needy children throughout the United States experience the joy of Christmas; to play an active role in the development of one of our nation's most valuable natural resources - our children; to unite all members of local communities in a common cause for three months each year during the annual toy collection and distribution campaign; and to contribute to better communities in the future. For more information visit the [United States Marine Corps Reserve Toys 4 Tots Program](#) website.